



Village of Chase

# Downtown Revitalization Strategy

2024



Prepared for:

**VILLAGE OF CHASE**

826 Okanagan Avenue

Chase, BC, V0E 1M0

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Cover image taken of Shuswap Avenue – Photo credit Shasta McCoy, 2023

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# 1.0 INTRODUCTION

The Village of Chase wants to improve the Village Core area with emphasis on Shuswap Avenue. Enhancing the Village Core has emerged through community engagement as a key priority area and is the focus of revitalization policies outlined in the most recent Official Community Plan (2021). To support this work, the Village received funding from the Economic Trust of the Southern Interior (ETSI) to develop this Downtown Revitalization Strategy.

This Strategy is well-timed and allows the Village to address recent changes that have influenced, and will continue to influence, the trajectory of the Village’s downtown. Some of these factors include the economic downturn spurred by Covid-19, which challenged businesses and reshaped consumer behaviors; growing interest in the Village of Chase as a place to live, which will likely alter the demand for different amenities and services; recent upgrades to Highway 1, which present an opportunity to emphasize Chase’s position as the “Gateway to the Shuswap” by enhancing the accessibility and appeal of the downtown area; and an aging population, which emphasizes the importance of designing an environment that caters to the diverse requirements of all residents.

This Downtown Revitalization Strategy engaged the local business community and local residents to imagine a vision for the downtown area and associated strategies to revitalize the business area. Completing this work will contribute to building momentum amongst the local community for downtown revitalization; re-ignite enthusiasm for patronizing downtown businesses; and create a renewed sense of pride for the downtown.

The Strategy contains three primary sections:

- 1. **Planning Context** – lays out recent work that relates to the downtown area and that sets visions/actions/priorities/ and policies that will influence the downtown area.
- 2. **Community Engagement Summary** – outlines engagement activities, key findings, and a summary of community suggestions for the downtown area based on engagement.
- 3. **Village of Chase Conceptual Plan** – includes a conceptual site plan for the Village Core area (“Conceptual Plan”), president images, and descriptions that add context and guidance for the revitalization of the downtown area.



Image: View of murals and lending library in community pocket park (photo credit: S. McCoy, 2023).



## 2.0 PLANNING CONTEXT

The Village of Chase is located at the western end of Little Shuswap Lake and bisected by Highway 1 with the main community being located north of the highway. European settlement started in the late 1800's based on agriculture and later expanded into forestry. Chase currently has a population of 2400 people.<sup>1</sup> The Village is located on the Traditional Territory of the Secwépemc people. Several Indigenous Nations have reserves nearby including Adams Lake Indian Band, Neskonlith Indian Band, and Skwłāx te Secwepemcúłecw (on reserve populations are 360, 265, and 195 respectively).<sup>2</sup> The Village is an important local hub for these First Nations as well as other neighbouring communities in the Columbia Shuswap Regional District (CSRD) like Scotch Creek (population 890) and Sorrento (population 1,300) whose residents regularly frequent the Village for goods and services. Chase is also close to two urban centres - Kamloops to the west, and Salmon Arm to the east, both of which are within an hour's drive of the Village.

Chase is also influenced by the seasonal flood of visitors into the Shuswap region. Summer brings numerous visitors to the region to relax at the lake, and the Village frequently receives an influx of tourists looking to spend time in Chase visiting various sites. Conversely, the winter months often entail a significant portion of the retirement-aged population leaving the community for warmer areas. Dealing with these fluctuations in customer volumes can be challenging for businesses.

Chase has an ageing population; the average age of the population is 59.6 years, which is almost 16 years older than the median British Columbian (42.8 years). Further, nearly 40% of Chase's population is aged 65 years or older, compared to around 20% of British Columbians.<sup>3</sup> These demographic trends present distinct planning challenges and emphasizes the importance of planning interventions which promote pedestrian safety, accessibility, and walkability. The creation of this Downtown Revitalization Strategy presents an opportunity to plan for the community's future by ensuring the downtown considers the needs of an ageing population.

This Downtown Revitalization Strategy focuses on the main downtown area of the Village, which was identified as the "Village Core" in the 2021 Official Community Plan. The Village Core is primarily centred on Shuswap Avenue with most commercial activity occurring in a four-block section of Shuswap Avenue between Aylmer Road to the west and Coburn Street to the east (see Figure 1). Downtown Chase includes community facilities such as the Chase Community Hall, Chase Curling Club, and the Royal Canadian Legion; businesses including restaurants, boutiques, cafés/bakeries, a bank, a pharmacy, and a hotel; as well as Village services such as the municipal office, and Chase Fire Department.

Recent upgrades to Highway 1 have altered traffic access to the Village, with the closure of the Coburn Street entrance creating less visibility for visitors to the Village Core. The Downtown Revitalization Strategy considers ways to better advertise the Village Core to attract and retain visitors.

<sup>1</sup> Statistics Canada. 2023. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released November 15, 2023.

<https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E> (accessed March 20, 2024).

<sup>2</sup> On-reserve resident populations sourced from First Nations Profiles | Government of Canada

<sup>3</sup> Statistics Canada. 2023. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released November 15, 2023. <https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E>.



Figure 1: Village Core boundary



## 2.1 KEY PLANNING DOCUMENTS

The Village of Chase develops key planning documents to provide direction on the community's potential development considering various goals, desires, challenges, and opportunities. The most recent downtown revitalization plan the Village of Chase completed was in 2003 with the Community Enhancement Plan. The Enhancement Plan developed strategies to promote and beautify the Village Core and led to the creation and installation of new gateway features, investment in landscaping, and clean-up of commercial areas. In the 20+ years since the development of this plan, the Village Core remains an important area for economic and community vitality.

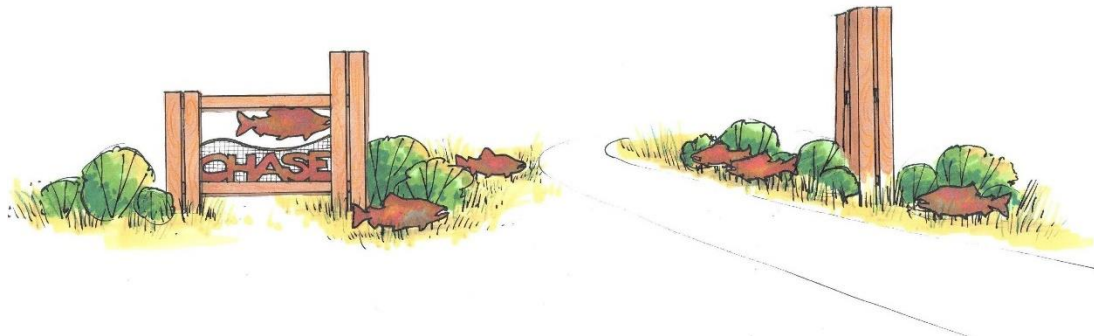


Image: Concept art for the Village of Chase gateway features as included in the 2003 Community Enhancement Plan.

The development of this Downtown Revitalization Strategy draws on direction from recent planning documents summarized below. The documents emphasize the importance of revitalizing the Village Core, recognizing it as a key driver of the local economy, a hub for community interaction, and an essential component of building a vibrant, attractive, environment where both community members and visitors feel welcome.

### **Official Community Plan (2021)**

The Village of Chase's 2021 Official Community Plan (OCP) identified the Shuswap Avenue corridor as the Village Core/focal point of the Village. OCP engagement highlighted the revitalization of this core area as a priority to promote economic development and draw in tourists. Suggested interventions include streetscape improvements (e.g., addition of bike racks and benches in key locations) and design that showcases commercial buildings (i.e., design with attractive large windows and welcoming shop fronts). Residents of the Village envision the Village Core as complete and vibrant, with bustling local retail and hotel businesses, and visually attractive gateways at each end of the corridor.

### **Draft Economic & Tourism Strategy (2020)**

The Village of Chase 2020 Draft Economic and Tourism Strategy examined how the Village can improve economic development and tourism. Resident engagement identified that the Village Core is tired looking and that revitalizing the downtown is a top priority. The Strategy emphasizes the importance of working with the local business community to occupy empty buildings and beautify store fronts to attract local entrepreneurs and visitors.

### **Active Transportation Plan (2019)**

The 2019 Active Transportation Plan found that Village residents want a connected network of sidewalks and bike lanes throughout the Village, from residential neighbourhoods to the Village Core. Pine Street, Coburn Street, and Shuswap Avenue were identified as key roads connecting the Village. Safety and accessibility were identified as barriers to active transportation, and there was support for traffic calming measures, pedestrian visibility, and an accessible built environment.



## 3.0 COMMUNITY ENGAGEMENT SUMMARY

Community members of Chase were invited to provide insight into the development of the Downtown Revitalization Plan. Efforts were made to specifically engage members of the local business community. Information about upcoming engagements was posted at local businesses, gathering hubs, and online on the Village’s website and Facebook page.

Through the online survey and in-person workshop, community members worked with consultants to develop a vision for the Village Core, identify community priorities, and brainstorm revitalization opportunities. A summary of the engagements is provided below.

### Survey – 130 responses

An online survey was open through the summer of 2023 that sought feedback on improvement priorities; what is already working well; and residents’ vision for the future of the Village Core. The survey asked respondents to consider different user perspectives (e.g., pedestrians, cyclists, vehicle users and people with accessibility needs) in their answers. Survey responses clearly identified vacant shops, deteriorating buildings, the need for a public washroom, and better pedestrian safety as key concerns.

### Workshop – 25 participants

A short presentation summarized key themes which emerged from the community survey and was followed with a world-café style workshop where participants were asked to brainstorm ideas for three main priority areas that had emerged from survey findings: 1) Community Identity & Beautification; 2) Economic Vitality; and 3) Mobility & Accessibility. A fourth priority area emerged from the community workshop: 4) Sustainable Development.

A summary of key themes that emerged from discussions on these priority areas is provided in section 3.1 below, and a comprehensive list of community suggestions is included in [Appendix A](#). A collection of images documenting community feedback on these themes is included in [Appendix B](#).

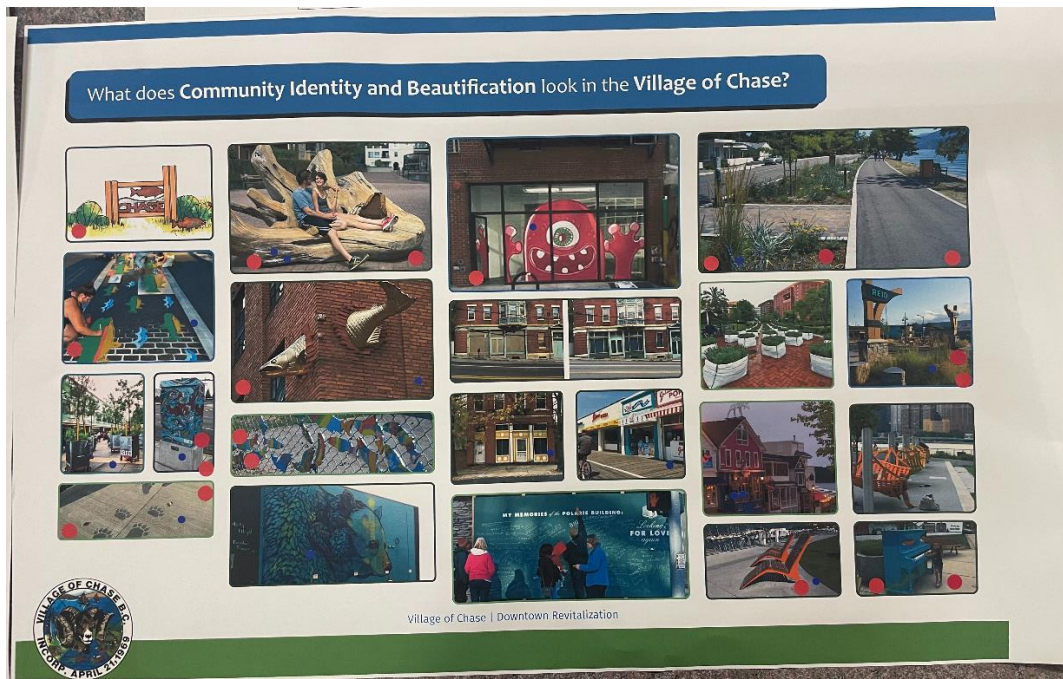


Image: Brainstorming panel for the community identity and beautification priority area.



## 3.1 COMMUNITY PRIORITY AREAS

Through community engagement, community members developed an understanding of issues the Village Core faces and provided numerous suggestions for the area's beautification and revitalization. Recommendations and suggestions have been grouped into four distinct themes, each with corresponding sub themes and suggested action items. The following graphic outlines each of the four revitalization themes, their corresponding sub themes, and includes several images to demonstrate how the theme could contribute to revitalizing the Village Core. A comprehensive list of community suggestions based on each priority area is presented in [Appendix A](#).

### Community Identity & Beautification

1. Community Gateways
2. Cohesive Theme & Branding
3. Atmosphere
4. Public Art & Place Activation



### Economic Vitality

1. Open for Business
2. Façade Improvements
3. Temporary Uses
4. Community Partnerships
5. Built-Form Standards



### Mobility & Accessibility

1. Wayfinding
2. Connectivity & Infrastructure Improvements
3. Seating
4. Traffic Calming & Pedestrian Safety
5. Customer Experience



### Sustainable Development

1. Food Sovereignty
2. Climate Prepared
3. Business Connectivity



## 4.0 VILLAGE OF CHASE CONCEPTUAL PLAN

This section outlines an approach for downtown revitalization based on suggestions and comments received during community engagement. The Conceptual Plan in [section 4.3](#) presents a comprehensive approach to using art, play, colour, texture, lighting, and other elements to improve safety, walkability, and accessibility in the Village Core.

The Conceptual Plan includes the following main components:

- **Intersection Activation** – Lighting, asphalt murals, and planting are used to beautify and traffic calm intersections.
- **Art walk** – Public art, play features, lighting, and a mural path are combined to increase visual interest throughout the Village Core and connect people to the downtown from side streets.
- **Wayfinding** - Gateway and wayfinding features are suggested for key areas of the downtown.
- **Pocket Park Enhancement** – A public washroom and play feature make the downtown more welcoming for people of all ages.
- **Tree planting** – Several nodes are identified where trees could improve the pedestrian and active transportation user’s experience.
- **Temporary pop-ups** – Areas that could support further street activation (e.g., seating areas, art installations, patios, etc.) are identified.

### 4.1 VISION STATEMENT

A word cloud (left) was developed from survey answers to a question asking how community members want the downtown to feel. Key themes emerged and formed the foundation for a vision which was further refined during the community workshop.

The following vision guides the direction of the Conceptual Plan:

**“Chase's Downtown is a vibrant hub, where diverse businesses create a welcoming atmosphere that fosters a sense of community pride. With its charming aesthetic, our downtown is both clean and relaxed, inviting locals to support shops and encouraging visitors to come again. Together, community members build a prosperous downtown that is filled with opportunities for all.”**



## 4.2 CONCEPTUAL PLAN COMPONENTS

The following descriptions and precedent images complement the Conceptual Plan by further contextualizing how the interventions outlined in the Plan can help the Village become a more exciting, thriving, and welcoming place for residents and visitors. Interventions contained in the Conceptual Plan are not intended to be prescriptive, rather, they are meant to suggest how different techniques can be implemented to update the character of the Village's downtown area. Interventions can be adapted to different places as the downtown evolves and needs change.

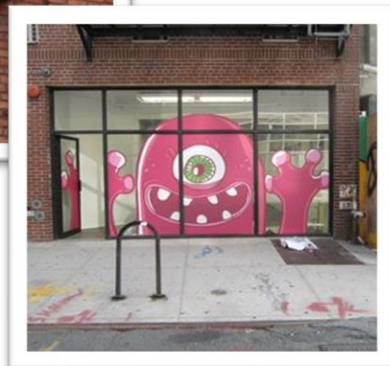
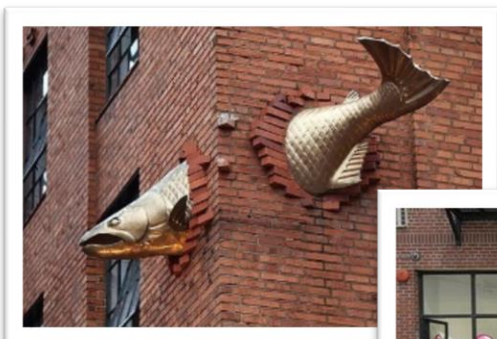
### Intersection Activation

Community engagement identified a desire to update the main intersections in Chase with regard to pedestrian safety, accessibility, and beautification. The Downtown Plan identifies intersection features to add, including pedestrian flags, string lighting, asphalt murals, and ornamental flowers. Pedestrian flags provide a sense of safety for people who may not feel confident crossing the street; they are brightly coloured and reflective to make the pedestrian more visible to vehicles at different times of the day and are a temporary solution for crossings that don't yet have lighted crossing signals. String lighting helps make intersections more visible, while adding an aesthetic touch. Asphalt murals and ornamental flowers beautify the street and help create a sense of place and identity in the Village's downtown core.



### Art Walk

The Downtown Plan suggests a connected art walk, featuring public art installations and laneway murals on select commercial buildings. The asphalt mural path connects pedestrians from the seating area at Pine Street to the downtown, and also highlights interesting features along Shuswap Avenue, such as the clock. The art walk encourages active transportation and instills a sense of place and visual interest.



### Gateways & Wayfinding

As visitors and tourists enter the downtown area, they will be greeted by two gateway and wayfinding features: one at the west end near Pine Street, and the second at the eastern edge of the commercial area past Coburn Street. The gateway feature will welcome visitors and reflect the desired character of the downtown, while the wayfinding feature will advertise areas of interest to travellers such as the presence of parking, shops, the Pocket Park, and, potentially, public washroom. Additional wayfinding signage can be placed at key points throughout the Village to direct travellers to the downtown (e.g., at the beach, Chase Creek Falls, and grocery plaza).



### Pocket Park Enhancement

The existing Pocket Park is a welcoming place in the core of the downtown. The addition of public washrooms, string lighting, and a play feature would turn the Pocket Park into a space that is more inviting for families, improves the Downtown's atmosphere and perceptions of public safety, and creates a more accessible community space. The park is a space that enables people of all ages to come to the downtown core and enjoy the time they spend here with fewer barriers.

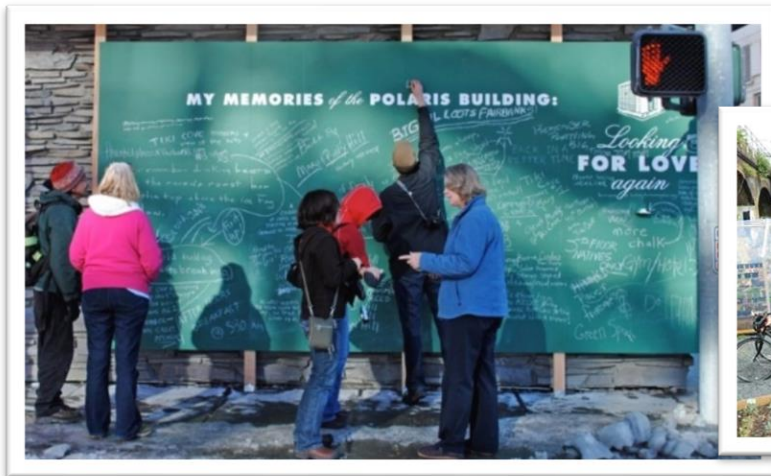
### Street Trees

Planting trees has a wide range of benefits for the community. Trees reduce urban heat, are habitats for wildlife, beautify the street, and provide shade to pedestrians and cyclists during the hot summer. As seen on the conceptual plan, trees are strategically planted along Shuswap Avenue toward the west end of the Village to create a street tree corridor between the two main commercial hubs. Introducing more shade cover through this busy corridor makes it more useable for cyclists and pedestrians. The existing parklet by 1<sup>st</sup> Avenue and Pine Street is also augmented through additional plantings.



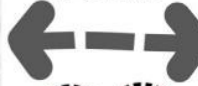










### Temporary Pop-Up Uses

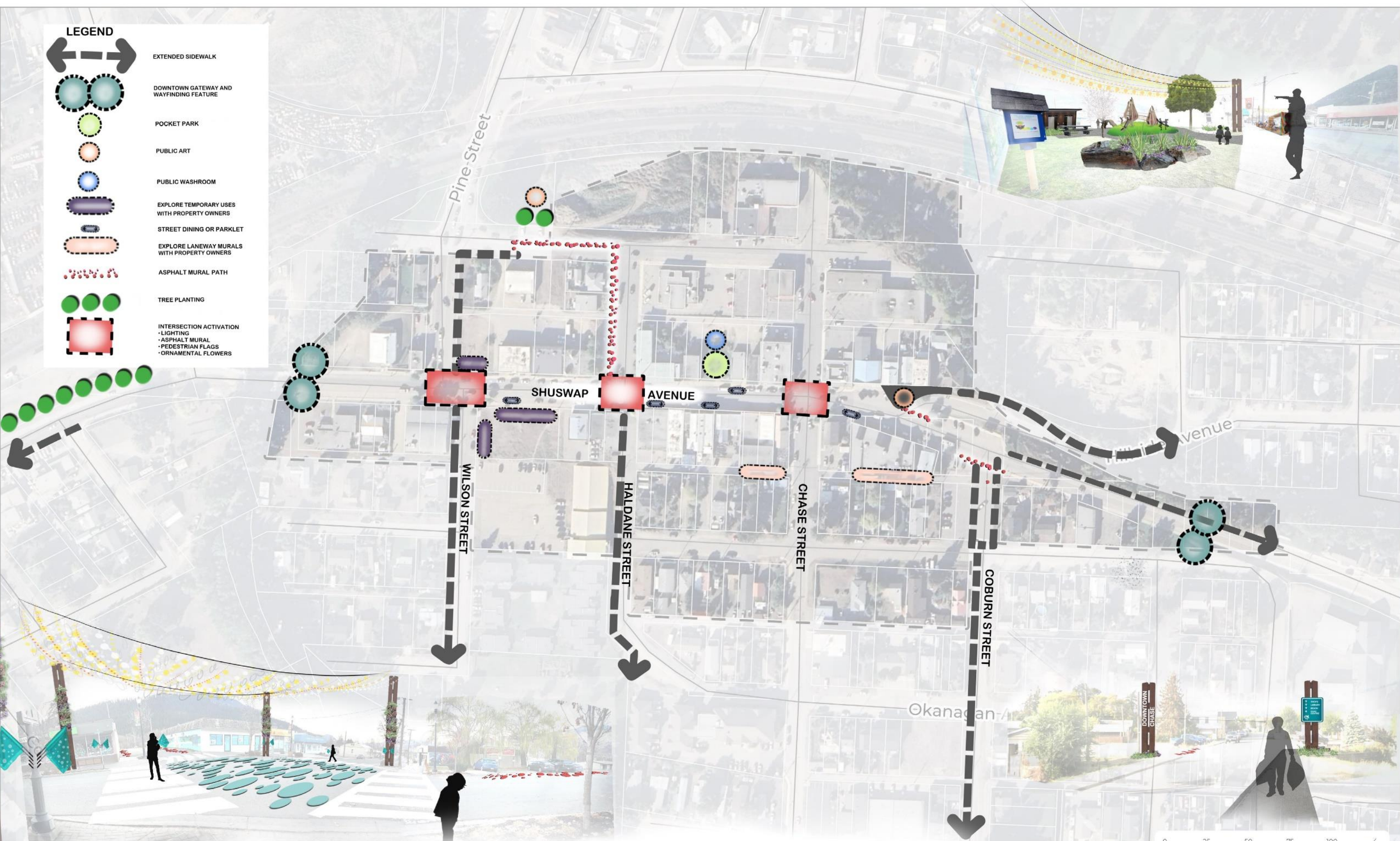
Several vacant properties have been identified as ideal temporary pop-up spaces. These spots can become sensory gardens, lending libraries, outdoor chairs or seating booths, mini markets, pop-up art spaces, and more. Pop-up spots can create more pedestrian interaction and character within the downtown. The temporary nature of these pop-ups creates a sense of excitement – people will want to keep coming back to see what’s new. Crucially, the Village will need to partner with property owners to determine the possibility of operating a pop-up use on site and to determine any necessary maintenance agreements.



### Parklets & Street Dining

Temporarily repurposing parking spaces can add visual interest into the downtown, provide key businesses with added customer space, create activity hubs, and ultimately encourage people to linger longer in the downtown. Business areas can be sensitive to losing parking spaces, so this initiative should be done in conjunction with local business owners to find suitable areas to trial different parklet concepts. Typical partnerships involve pairing patio-style street dining with restaurants, cafes, and other eateries. A few local businesses experience high customer demand in the summer (e.g., ice-cream shops) and could potentially benefit from having additional customer seating.

- LEGEND**
-  EXTENDED SIDEWALK
  -  DOWNTOWN GATEWAY AND WAYFINDING FEATURE
  -  POCKET PARK
  -  PUBLIC ART
  -  PUBLIC WASHROOM
  -  EXPLORE TEMPORARY USES WITH PROPERTY OWNERS
  -  STREET DINING OR PARKLET
  -  EXPLORE LANEWAY MURALS WITH PROPERTY OWNERS
  -  ASPHALT MURAL PATH
  -  TREE PLANTING
  -  INTERSECTION ACTIVATION
    - LIGHTING
    - ASPHALT MURAL
    - PEDESTRIAN FLAGS
    - ORNAMENTAL FLOWERS



# VILLAGE OF CHASE | CONCEPT PLAN

## 5.0 MOVING FORWARD

This Downtown Revitalization Strategy presents a high-level Conceptual Plan to comprehensively improve the beautification, accessibility, and vibrancy of the Village Core based on suggestions received through community engagement. The Conceptual Plan for the Village Core focuses on temporary interventions, surface treatments, and other “quick wins” that do not require significant investment in infrastructure or redevelopment to achieve an enhanced aesthetic.<sup>4</sup>

Moving forward, it will be necessary to build on the ideas presented in this Downtown Revitalization Strategy to enable the Village of Chase to implement the vision outlined in the Conceptual Plan and support the realization of the Village Core’s revitalization. The following are steps the Village may take to implement the suggestions outlined in this Strategy:

- **Develop a Village Core Implementation Plan** – This step will guide the implementation of the components outlined in the Conceptual Plan. The creation of the Implementation Plan should also include a review the community revitalization recommendations ([Appendix A](#)) which present a list of community-derived suggestions for collaborative initiatives and improvements to the Village Core area. Actions outlined in the Chase Economic and Tourism Strategy (2020) should also be reviewed as this document outlines several objectives relevant to the Village Core. The Implementation Plan can be a simple table that outlines a list of specific tasks alongside the following elements:
  - Identified priority (typically low, medium, or high)
  - Timing (outline what can be done immediately, over the next 1-2 years, and longer)
  - Potential funding sources (flagging any external funding)
  - Cost estimate (typically a high-level estimate—low, medium, or high)
  - Partnership opportunities – identify community partners who will be engaged to participate in delivering the given task.
- **Pilot Projects** - A number of suggestions were provided through community engagement that could be trialed through temporary pilot projects, which, if successful, could be expanded or repeated at a later date, and as funding becomes available. They are:
  - Offer priority parking spaces for golf-cart drivers.
  - Host a community block party in the alleyway between Haldane Street and Chase Street.
  - Work with farmers to discuss feasibility of relocating the farmers market to the downtown. Identify any possible challenges (e.g., tents, permits, etc.) that could be supported by the Village.
  - Install a public washroom in the pocket park – identify options that could be easy to maintain and affordable to install (e.g., compostable toilet).

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<sup>4</sup> While the installation of a public washroom could have capital and operating costs, low cost and temporary options exist (such as composting toilets) that could be explored.



# **APPENDIX A**

**Community priority areas: recommendations**



## A.1 COMMUNITY REVITALIZATION RECOMMENDATIONS

A series of suggested actions and potential initiatives emerged from community engagement. The following listed recommendations are grouped by each of the four community priority areas:

- 1) Community Identity & Beautification
- 2) Economic Vitality
- 3) Mobility & Accessibility
- 4) Sustainable Development

The listed actions are not meant to be prescriptive, but rather are intended to serve as a launch pad for creative and context-sensitive solutions that are appropriate for the Village's changing needs.

### COMMUNITY IDENTITY & BEAUTIFICATION

#### Community Gateways

- Investigate methods to reinvigorate Chase's gateway feature and make it more obvious from the highway (e.g., better lighting, landscaping, massing).
- Existing gateway signs should be cleaned and cleared of any debris.
- Main entryways to the community should be improved to create a more positive impression of the Village and attract visitors downtown.
  - Explore tree planting in the right-of-way at the car lot on the corner of Aylmer Road and Shuswap Avenue.
  - Consider working with the Ministry of Transportation and Infrastructure to update highway turn off signage so it advertises amenities found downtown.

#### Cohesive Theme & Branding

- Several residents supported messaging around the Village of Chase being the "Gateway to the Shuswap."
- Residents supported creating a unified feeling throughout the Village Core through the creation of a theme and suggested several ideas:
  - Country (not western)
  - 50's themed
  - Beach summer/vacation town
  - Gateway to the Shuswap
  - Water theme
  - Golf cart, laid back
- Identify a colour palette for building facades that creates a cohesive impression of the Village Core and aligns with the selected theme.

#### Feel / Vibe of the Downtown

- The downtown should provide a friendly environment that welcomes families and engages people of all ages – look for opportunities to incorporate playful elements.
- Residents see the Village as a calm oasis in contrast to larger cities and appreciate its relaxed pace of life and want this to be reflected in the feel of the downtown.
- The Village Core should have buildings that look cared for, are well-maintained and tidy, and collectively create a positive impression of the commercial area.
- Continue adding colour and vibrancy to the downtown through landscaping plantings and hanging baskets.



- Residents support actions that highlight the image of Chase as a quaint, charming, and small town with a friendly atmosphere.
- Consider supporting cleanliness of the Village Core by introducing garbage and recycling receptacles at standard intervals along Shuswap Avenue.

### **Public Art & Place Activation**

- Collaborate on a mural downtown that celebrates / recognizes local First Nation communities.
- Incorporate interactive features throughout the downtown for people to discover (e.g., QR codes, sculpture, art installations).
- Provide opportunities for local artists (including Indigenous artists) to beautify the downtown through public art.
- Community festivals and celebrations are already hosted in the Village and should continue to showcase the downtown corridor. Some residents expressed that the annual car show, winter parade, and corn fest contribute to Chase's uniqueness.
- Opportunities to host more festivals / business showcases should be explored (e.g., night markets, late night business discount events, food-themed festival, block party).

## **ECONOMIC VITALITY**

### **Open for Business**

- Work with businesses to identify opportunities to extend shopping hours for residents who do not work locally or who are unable to shop until after 5 pm. Ideas include:
  - Having a Farm & Craft Market option in the evening or on Saturday instead of Friday
  - Hosting seasonal shopping events (e.g., sidewalk sales and discount nights).
- Promote the use of signs and displays that visually demonstrate a business' hours of operation (e.g., sandwich boards, illuminated signage, outdoor merchandise displays, patio set-ups).

### **Façade Improvements**

- Encourage use of creative vacant shop front board-ups (e.g., painted panels, decorated windows).
- Work with property owners and businesses to conduct repairs to/painting of building facades that are deteriorating, and support inclusion of art and other efforts that add visual interest to shop fronts.

### **Temporary Uses**

- Consider ways vacant lots can embrace temporary features that facilitate resident interaction and create places to gather (e.g., community gardens, play spaces, hammocks, outdoor piano/musical instruments, food trucks, etc.).
- Work with property owners to identify uses that could be hosted in vacant shops to promote perceptions of vitality (e.g., pop up shops, community classes, presentations, performances, art installations).

### **Community Partnerships**

- Use downtown revitalization as an opportunity to build relationships with local First Nations communities – e.g., involve in mural creation.
- Cultivate interest in community involvement by creating options for youth to participate in beautification projects, and placemaking events.
- Encourage local businesses to consider forming a Business Improvement Association to spur momentum for façade improvement and beautification projects (e.g., garner support for murals, repairs to/painting of facades).



### **Built Form Standards**

- Continue supporting mixed-use development to a maximum of three to four storeys with commercial uses on the ground floor and residential above.
- Consider methods to support façade improvements featuring cohesive design elements as well as upgrades to overhangs and awnings that are aesthetically pleasing and offer pedestrians shelter from the elements.
- Residents voiced continued support for façade characteristics included in the OCP including having ground floor buildings with large display windows, and preservation of buildings with heritage features.

## **MOBILITY & ACCESSIBILITY**

### **Wayfinding**

- Implement signage/mapping that improves understanding of nearby features that would be attractive to visitors (e.g., Creek is a 5-minute walk, Chase Creek Falls is a 10-minute walk, location of grocery plaza, beach, off-street and side-street parking options).
- Highlight important local features/history through signage that facilitates a self-guided walking tour.

### **Connectivity & Infrastructure Improvements**

- Improve access to downtown from side streets - continue building out sidewalks, adding bike-lanes, and removing obstacles in path of travel such as poles and hydrants , etc.
- Consider having multi-use paths that permit scooters.
- Bike racks should be offered outside key destinations in the Village Core (e.g., PharmaChoice).

### **Seating**

- Offer a variety of seating options throughout the Village Core that invite people to rest and linger longer in the public realm.
  - Accessible seating should incorporate back and arm rests, and will have clear heel space to facilitate moving in and out of seated positions.
  - Seating options at tables should also be included that consider users in wheelchairs and offer knee clearance in compliance with best practices.
- Seating and any outdoor displays should be located outside the pedestrian path of travel so people with mobility needs or visual impairments can clearly navigate through the downtown.
- Consider locating outdoor seating near businesses (e.g., Wild Scoopz & Bistro) that experience high visitation in the summer.

### **Traffic Calming & Pedestrian Safety**

- A variety of traffic calming strategies are recommended to address issues with vehicles not reducing their speed in the Village Core:
  - A maximum speed of 30 km/ h should be explored in the Village Core.
  - Explore options to shorten pedestrian crossings through the use of curb bulb-outs.
  - Make pedestrian crossings throughout the downtown more obvious to vehicle traffic through flashing lights, audible indicators, and brightly marked crossings.
- Ensure pedestrian areas are adequately lit (e.g., pocket park).
- Continue implementing plans outlined in the Active Transportation Plan to introduce sidewalks along Shuswap Avenue and side streets, especially Coburn Street and Hillside Avenue.

### **Customer Experience**

- Investigate feasibility of installing a washroom downtown to address shoppers' needs (e.g., the pocket park is centrally-located).
- Work with businesses to consider ways to make shops accessible to people with mobility devices (e.g., accessibility retrofits, and temporary ramps for entrances in the short-term).



- Continue to ensure there are accessible parking spaces available near key businesses downtown and consider ways to promote parking for people with accessibility needs throughout the Village Core (e.g., golf-cart parking options).

## SUSTAINABLE DEVELOPMENT

### Food Sovereignty

- Investigate options for residents to have access to fresh, locally-produced food. Ideas include installing a food exchange kiosk on a vacant lot and hosting the Farm & Craft Market in the Village Core.

### Climate Prepared

- The Village Core gets hot in the summer and could offer cooling to pedestrians through deciduous tree planting; installation of umbrellas in patio and seating areas at the parklet; and investment in (temporary) misting stations.<sup>5</sup>
- Consider pursuing FireSmart landscaping practices to reduce risks from wildfire.
- Investigate reducing watering needs in drought-prone areas by integrating xeriscaping into existing landscaping.
- Identify places to co-locate public benches and trees so visitors are encouraged to linger longer in the downtown.

### Business Connectivity

- Invest in active transportation connectivity between the downtown and Memorial Park to improve impressions of Chase as a lakefront community.
- Look for opportunities to improve cell coverage and Wi-Fi network speeds to improve perceptions of Chase as a competitive location to set up business and “work-from-home”.

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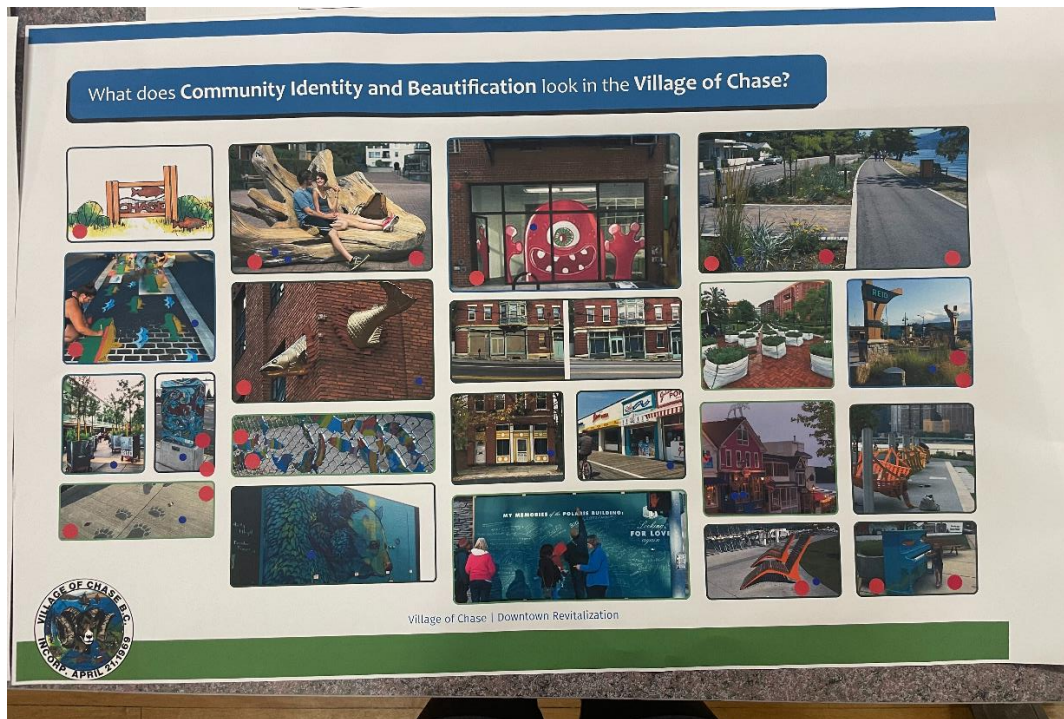
<sup>5</sup> Temporary misting stations can be installed that connect to hydrants during periods of high heat. Push buttons help conserve water, and the stations can also be outfitted with a tap to provide clean drinking water. The City of Coquitlam [installed two during heat emergencies in 2023](#), each one costing \$2,000 and paid for from the City's emergency preparedness budget.



# **APPENDIX B**

**Community workshop engagement panels**

## B.1 COMMUNITY IDENTITY & BEAUTIFICATION PANEL



## B.2 ECONOMIC VITALITY PANEL



## B.3 MOBILITY & ACCESSIBILITY PANEL



## B.4 PLACE ACTIVATION PANEL

